

GENERAL OFFICES
DETROIT, MICH.

KRESGE'S NEW
FRONT STORES

S. S. KRESGE COMPANY
5c, 10c AND 25c STORE

BALTIMORE - MD.
117 W. LEXINGTON STREET
STORE NO

8/29/38

August 27, 1938

Mr. S. S. Kresge
Mountainhome
Pennsylvania

Dear Mr. Kresge:

We certainly appreciate your letter of recent date, and we want you to know that we were very sorry that you were unable to attend our preview or opening.

However, so that you may know about our new store we are sending you under separate cover and by registered mail an album containing pictures and other material which you will find most interesting.

We are sure that the opening page of this album will recall to you some memories of some twenty-five years ago, when you purchased this property. The progress pictures on the destruction of our old building and the erection of our new one I am sure you will find interesting. You will note that they lead up to the final completion of our building as well as interior views of each floor, including the roof; and then finally, the crowds on preview day.

Then too, we have included all newspaper write ups and advertising, which I am sure you will like.

Practically all of the merchants in the down town section here have called on us and remarked that ours was the most successful of any opening day they have experienced here in Baltimore. The entire town is talking about our new store and we have received hundreds of compliments from our customers.

It might interest you to know that on our opening day our sales were \$6,872.35 and this was accomplished in spite of the fact that all department stores in down town Baltimore were closed and our hours were from 9:00 A. M. to 6:00 P. M. Our first full week's sales, that is from Saturday to Friday amounted to \$22,836.67.

We again want to remind you of our invitation for you to visit our new store, and we do hope that when your schedule will permit this you will drop in on us.

We also want to thank you for your kind invitation to visit your home.

Sincerely,

J. S. Ballance
Mgt.